

## 8 Public Social Media Policy

*S A link to the City of Battle Creek Social Media Policy will be placed on all City of Battle Creek social media websites and accounts at the time of set up and is not to be removed by departmental administrators or authors.*

The City of Battle Creek website, [www.battlecreekmi.gov](http://www.battlecreekmi.gov), contains a page (a link to it may be found in the footer of every page) detailing the Social Media Policy for the public. This is in addition to the existing Privacy/Legal and Accessibility policies, which are all to be adhered to as they relate to social media. Users of your departmental social media websites must have access to the City's online policies and implicitly agree to the terms stated therein in order to participate in City-sponsored social media.

### **City of Battle Creek Social Media Policy**

#### *Purpose*

The purpose of City of Battle Creek's social media websites is to present matters of public interest in City of Battle Creek for its many residents, businesses and visitors. We encourage you to submit your questions, comments and posts to any authorized official City of Battle Creek social media outlet, however please note that they are both monitored and/or moderated for appropriateness according to guidelines established based on industry-wide best practices and liability concerns.

City of Battle Creek's social media websites are a place for collecting suggestions and new ideas and to encourage conversations among the people it serves, not a substitute channel for services or general questions. Do not submit unsolicited proposals or other business ideas or inquiries through this media; these sites are not to be used for contracting or commercial business.

Do not submit any claim, demand, informal or formal complaint, or any other form of legal and/or administrative notice or process. City of Battle Creek's social media websites are not to be used to report criminal activity. If you have information for law enforcement, please contact your local police agency.

#### *Comments*

We expect conversations to follow the rules of polite discourse and we ask that participants treat each other, as well as our employees, with respect. For the benefit of robust discussion, we ask that comments remain on topic. This means that comments posted must relate to the topic that is being discussed and/or congruent with the nature of the social media website and its nature of business or service.

We will not allow comments that include:

- profanity and vulgar or abusive language

- personal attacks of any kind
- threats of physical or bodily harm
- advocating an illegal activity
- sensitive information (for example, information that could compromise public safety)
- offensive comments containing terms that target or disparage any ethnic, racial, religious or other groups
- off-topic comments (if you have topics you'd like to hear more about, please suggest them by submitting email to us at [socialmedia@battlecreekmi.gov](mailto:socialmedia@battlecreekmi.gov); if you have off-topic comments that are relevant to City of Battle Creek or one of its departments or agencies, please send us an email as well)
- questions from the media
- infringement or violation of existing copyrights or trademarks
- spam, or commercial or non-commercial promotion of a business, service or political organization or individual
- identical posts by the same user (please don't submit over and over expecting the post to show up faster), multiple users (a group of people sending identical messages, or one person submitting under different aliases); in the case of identical posts, we will post the first submission

If comments containing any of the above-listed restricted content are posted, City of Battle Creek reserves the right to delete submissions that violate any of the above-stated restrictions.

Please note that the comments expressed by community members of any City of Battle Creek social media website do not reflect the opinions and position of the City of Battle Creek government or its officers and employees. If you have any questions concerning the operation of this online moderated discussion site, please contact the Communications Team at [socialmedia@battlecreekmi.gov](mailto:socialmedia@battlecreekmi.gov).

### *Privacy and Security*

To protect your own privacy and the privacy of others, please do not include personally-identifiable information, such as Social Security numbers, phone numbers or email addresses in the body of your comment or post. If you do voluntarily include personally-identifiable information in your comment or post, your comment may or may not be removed. If your comment is posted, City of Battle Creek holds no liability in the release of this information.

City of Battle Creek will make its best effort to remove any posts that contain personally-identifiable information posted by you or other members of the community. In some cases, you have the option of posting comments anonymously, but if you opt not to, any information, including your login name, may be displayed on the site.

### *Following or Membership*

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Being followed by City of Battle Creek, Michigan, or an entity of City of Battle Creek Government, **does not imply endorsement of any kind**. If you follow any City of Battle Creek social media website or account, we may or may not follow you back or join your group or network.

### *Advertising*

City of Battle Creek does not accept advertising on its social media websites, nor does it allow the promotion or endorsement of any business or other entity. City of Battle Creek may provide information about resources available to the community as it relates directly to its purpose and mission. Any advertising found on a City of Battle Creek social media website is controlled by the owner of that website and not the City-sponsored account holder; City of Battle Creek does not control what advertising appears on these pages as it is operating on a third-party website not owned or operated wholly by City of Battle Creek or its departments and agencies.

### *Availability*

All City of Battle Creek social media websites are managed by staff or sanctioned agents of City of Battle Creek during regular business hours Monday through Friday, 8:30 a.m. to 5 p.m. Comments or questions submitted after hours or on weekends may be read by staff members or its authorized agents the next business day. Social media websites may occasionally be unavailable and we accept no responsibility for lack of service due to downtime.